

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (currently amended) A method for placing a micro-advertisement on a world wide web page comprising information content, the method comprising the steps of:  
determining available unused space on the web page for the micro-advertisement, the available space not interfering with the information content;  
selecting the micro-advertisement, from a plurality of micro-advertisements, to place on the web page; and  
placing the micro-advertisement on the web page in the available unused space.
2. (original) The method of claim 1 and further including the step of transmitting the page to a consumer.
3. (original) The method of claim 1 and further including the step of transmitting the page to a consumer over the Internet.
4. (original) The method of claim 2 wherein the step of selecting includes the step of determining the consumer's heuristics.
5. (original) The method of claim 2 wherein the step of selecting includes the step of determining a value for the micro-advertisement.
6. (currently amended) A method for exposing a consumer to advertisements by placing a plurality of micro-advertisement on a web page comprising information content, the method comprising the steps of:  
determining available unused space on the web page for the plurality of micro-advertisements, the available unused space not interfering with the information content;  
determining a value for each of the plurality of micro-advertisements;

selecting the plurality of micro-advertisements, from a pool of micro-advertisements, in response to the available space and the value; and  
placing the plurality of micro-advertisements on the web page in the available space.

7. (original) The method of claim 6 and further including the step of transmitting the page to the consumer.

8. (original) The method of claim 6 and further including the step of transmitting the page to the consumer over the Internet.

9. (currently amended) A method for advertising to a consumer over the Internet, from an information service provider, using micro-advertisements on a web page comprising information content, the method comprising the steps of:  
receiving a request for information content from the consumer;  
formatting the information content on the web page;  
determining available unused space on the web page for the micro-advertisements, the available space not interfering with the information content;  
selecting the micro-advertisements in response to the available unused space; and  
placing the micro-advertisements on the web page in the available space.

10. (original) The method of claim 9 wherein the step of selecting comprises selecting the micro-advertisements from a pool of micro-advertisements.

11. (original) The method of claim 9 wherein and further including the step of transmitting the page over the Internet to the consumer.

12. (original) The method of claim 9 and further including the step of the service provider accumulating the information content from various sources.

13. (original) The method of claim 9 and further including the step of the service provider accumulating the information content from the service provider's Web server.

14. (currently amended) A method for advertising to a consumer over the Internet, from an information service provider, using micro-advertisements on a web page comprising information content, the method comprising the steps of:

the information service provider receiving a request for predetermined information content from the consumer;

formatting the information content on the web page;

determining available unused space on the web page for the micro-advertisements, the available space not interfering with the information content;

determining a value for each of the plurality of micro-advertisements;

selecting the micro-advertisements in response to the available unused space and the value;

placing the plurality of micro-advertisements on the web page in the available unused space; and

transmitting the web page to the consumer.

15. (original) The method of claim 14 wherein the step of selecting comprises selecting the micro-advertisements from a pool of micro-advertisements stored on the service provider's Web server.

16. (original) The method of claim 14 and further including the step of the service provider accumulating the information content from various information sources.

17. (currently amended) A system for placing micro-advertisements on a web page comprising information content intended for a consumer, the system comprising:

a processor ~~that controls~~ configured to determine available unused space on the web page that does not interfere with the information content and control processes for automatically placing micro-advertisements within the available unused space in response to micro-advertisement selection criteria;

memory coupled to the processor, the memory storing the micro-advertisement selection criteria used by the processor;

storage media coupled to the processor, the storage media storing the web page of information content, a plurality of micro-advertisements, and a plurality of micro-advertisement selection criteria associated with each micro-advertisement; and

input/output apparatuses coupled to the processor, the input/output apparatuses comprising means for transmitting the page comprising the information content and the micro-advertisement.

18. (original) The system of claim 17 wherein the storage media comprises means for storing consumer profiles.

19. (original) The system of claim 17 wherein the input/output apparatuses comprise an Internet interface that couples the system to the Internet.

20. (original) The system of claim 17 wherein the storage media comprises a disk drive for storing the page of information content, the plurality of micro-advertisements, and the plurality of micro-advertisement selection criteria associated with each micro-advertisement.